

CITY OF LEBANON
TOURISM & MARKETING ADVISORY COMMITTEE MEETING
May 14, 2019

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on May 14 at 1:31pm., in the meeting room at Civic Center, 500 E. Elm Street.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following members were present: Rod Reid, Liz Mitchko, Gib Atkins, Mark Spangler, Randy Palilla, Michelle Cochran, Jim Rodgers and Absent: Stacia Helton, Mike Edwards and Chuck Jordan

A quorum was declared

Staff members and others in attendance: Tourism Director Nicole McGinnis.

APPROVAL OF MINUTES: Liz Mitchko made a motion to approve the February 2019 minutes, seconded by Mark Spangler. All in favor.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis introduced herself and brought to those in attendance an update on search for a marketing firm to do ad creations. An RFP is out and due today. McGinnis asked for assistance to review and help score RFP's scheduled for May 30 at 3pm in the Civic Center.

McGinnis updated the committee on her new role at the Civic Center with the retirement of D. Wilson and E. Mueber and the addition of Jessica Massey doing promotions at the Civic Center. She explained the current status of the new Tourism web-site and that she is currently working on getting events listed.

McGinnis showed the committee current figures on the collection of Lodging Tax for FY19 that shows YOY up \$3509.45. McGinnis stated that there has been a new line item added to the budget and that is for the website hosting and licensing fees.

McGinnis highlighted our budget, and the current fund balance of \$203,043.22 that is unchanged from last meeting. She is also on schedule for the FY19 Q2 reimbursement for \$2,542.00, FY19 Q3 reimbursement for \$2,439.00.

MDT FY2020 MMG Grant process is currently being worked on as applications due May 31st.

McGinnis reported on the SEM Report and we had click through rate of 15.2% for April, still high for that time of year. She also updated us on the SOP Tourism –FLW Facebook page where Lebanon has a strong presence, Wayfinding Signage Project and increase in local event advertising, and updates on the Lebanon Commercial using Dawson Hollow Take Me There song. McGinnis also discussed the Route 66 Passport Project that is an international project that

will be sold to travelers in the US and abroad. The Route 66 Museum will be a stop and a 4 x 4 decal has been designed for this.

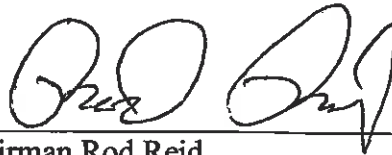
McGinnis highlighted her recent public engagements and those scheduled.

A discussion was held about a Tourism Location, and Gib Atkins shared that the state prefers that the hours match those of the state which include 8 – 8 on Saturday and Sunday. Felt it would be easier to have the Civic Center open from 8-8 than to have a person in attendance. McGinnis stated that she has had several prints on canvas done to put on display to create interest.

Discussion held on the date of the next meeting and it will be on August 6, 2019 at 1:30pm.

ADJOURNMENT

Mitchko moved and Mark Spangler seconded that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 2:44 p.m.



Chairman Rod Reid

ATTEST:



Minutes Approved: 6 Aug 19